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Message Text

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PAGE 01 STATE 085436
ORIGIN COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 /023 R

DRAFTED BY COM/ITA/BED/OIM/TFWELCH
APPROVED BY EB/OCA/CM/JJ;EILLY
BED/ITA/OIM/EOOLSEN
BED/ITA/OIM/TBREWER
BED/ITA/OI /W MSLEY
BED/ITA/OIM/CGENDREAU
ARAECP/JHENNEKKE
----------096547 041434Z /47
R 032238Z APR 78
FM SECSTATE WASHDC
TO AMEMBASSY MEXICO
INFO AMEMBASSY CARACAS

UNCLAS STATE 085436

MEXICO PASS OWEN, COSIMI

E.O. 11652: N/A

TAGS: BEXP, MX

SUBJECT: FY 79 PROMOTION SCHEDULE

REF: USDOC 4277; MEXICO CABLE OF 3/8

1. REF PARA 1 MEXCAB THE PROPOSED CHANGES TO THE FY 79 HAVE BEEN REVIEWED IN THE CONTEXT OF THE OVERALL OIM PROGRAM AND CURRENT RESOURCES.

2. WE ARE UNABLE TO SCHEDULE A WASHINGTON MOUNTED COMPUTER SHOW IN OCT. SINCE THIS THEME ALREADY IS FULLY COMMITTED TO OTHER PROMOTIONS THROUGH THE FISCAL YEAR. HOWEVER, BECAUSE OF THE UNIQUE OPPORTUNITY IN MEXICO APPROVAL IS
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GIVEN FOR A MULTI-FIRM BSP. IN ADDITION WE HAVE SCHEDULED A TRADE MISSION OF NTM COMPUTER FIRMS FOR 2 STOPS, MONTERREY AND GUADALAJARA; AND A THIRD IN MEXICO CITY WHERE THE FIRMS WOULD PARTICIPATE IN THE MFBSP ON THE SAME BASIS AS OTHER PARTICIPANTS.

3. WE ARE PROPOSING THE SUBSTITUTION OF A REPEAT OF THE

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PETROLEUM THEME IN THE TRADE CENTER IN FEB. 6-8 TIME FRAME. THIS EXHIBITION WOULD BE PROCURRED AS A TANDEM WITH THE

CARACAS EXHIBITION SCHEDULED FOR JAN. 23-27. IT IS PROPOSED THAT ONLY LIGHT FREIGHT (UNDER 300 POUNDS) WOULD BE AIR SHIPPED BETWEEN THESE TWO EXHIBITS AND THAT HEAVIER EQUIPMENT WOULD HAVE TO BE SENT TO BOTH EXHIBITIONS.

4. THE PLASTICS PRODUCTION EXHIBITION WOULD BE DEFERRED UNTIL OUR FY 80 PROGRAM. THE JAN. 1979 TIME FRAME DID NOT RECEIVE APPROVAL FROM THE ASSOCIATION. MOREOVER THE POLLING REVEALED A CONSENSUS THAT THE U.S. PRINCIPALS THOUGHT THIS SCHEDULED EXHIBITION WAS TO CLOSE TO THE LAST EVENT IN APRIL 77.

5. TO FILL OUR SIX SHOW COMMITMENT WE ARE RETAINING THE CERAMICS/GLASS PRODUCTION EQUIPMENT THEME AS ORIGINALLY SCHEDULED.

6. REF PARA 6, THE QUALITY CONTROL THEME WAS JUST RECEIVED AND IS BEING REVIEWED IN OPD.

7. REF PARA 7, THE MF/BSP THEME CONTRACT AUTHORIZATION WAS GIVEN IN USDOC O5O35 DATED MARCH 15.

8. REF PARAS 8 AND 9, AGRICULTURAL EQUIPMENT SPECIFICA-
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TIONS HAVE BEEN SENT REF USDOC 04715 OF MARCH 10 AND FURNITURE SPECIFICATIONS SCHEDULED TO BE SENT BY APRIL 15.

9. POST REQUESTED TO REVIEW AND CONFIRM ACCEPTABILITY OF THESE CHANGES. VANCE

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Control Number: n/a
Copy: SINGLE
Draft Date: 03 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Retention: 0
Review Action: RELEASED, APPROVED
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Review Event:
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Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3089666
Secure: OPEN
Status: NATIVE
Subject: FY 79 PROMOTION SCHEDULE
TAGS: BEXP, MX
To: MEXICO
Type: TE
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